Web Site Content and Usability Assessment Criteria by Grade Level

CRITERIA	K	5	GRADE	9	12

1. Content Sophistication

Content:
Simple
Concrete
Experiential
Observational
Local

Illustrations:
Characteristics
Similarities
Differences
Change
Constancy
Groupings

Illustrations:
Creative thinking
Relationships
Investigation
Responsibilities
Societal impacts
Classification
Risks/benefits

Ecosystem
Equilibrium
Variation
Hierarchy
Uncertainty
Spatial/temporal
extension
Synthesis

Illustrations:
Analytical investigation
Sophisticated technology
Logic and reasoning
Analytical evaluation
Analytical compounds
(e.g., biochemistry
interdependencies,
chemical reactions)

Content:
Complex
Abstract
Analytical
Synthetic
Global

2. Linkages to Other Topics

Single topic discussions ——— Linkages to related issues (e.g., ethical responsibility government action) ——→ Complex, synthetic linkages (e.g., cost-benefit studies; watershed management)

3. Purpose

"Edutainment" ——→ Homework   "Edutainment" ——→ Homework   Homework ——→ Research

4. Reading Level

———————— Gunning Fog Analysis (see instruction sheet) ————————→

5. Narrative

Labels
Simple definitions
Graphical adjuncts ———————————————→ Extended narrative and use of narrative coherent devices (e.g., reference, footnotes)
No jargon or acronyms
Difficult terms should be clickable to find definition   No undefined jargon or acronyms
Technical terms defined

6. Graphical Typology

Pictures
Animation   Simple bar graphs, pie charts, line graphs, maps   More complex pictures, charts, tables, plots, graphs   Multi-variable overlays ——→ Complex mathematical graphing

7. Ratio of Graphic/ Narrative Space

| Graphic ↓ High | Narrative ↓ Low | Simple graphics and narrative ——→ | Graphic ↓ Medium | Narrative ↓ Medium | Complex graphics and narrative ——→ | Graphic ↓ Low | Narrative ↓ High |

8. Quantification, Mathematics

Comparative words (e.g., "lots, "most," "all") — Whole numbers Percents, fractions,– decimals   Explication in terms of amounts, measures, Simple mathematical constructs (e.g., positive/negative integers, fractions, ratios) Simple statistics (e.g., mean, median, mode, frequency and distribution)   Critical use of complex mathematical constructs (e.g., complex numbers, roots, exponents, logs) More complex statistics (e.g., standard deviation, correlation, bias, measurement error, representativeness, randomness)

9. Special Features

Games
Puzzles ———————   Address/ZIP code impact mapping Science experiments Environmental projects ———————→   Calculators Career, scholarship, internship information Data bases

10. Links to Other Sites

Limited number of links Age-appropriate links ———————————————→   Many links Age-appropriate links

11. Topical Questions/ Subject Matter Appropriateness (Review in conjunction with content sophistication)

Recycling Endangered species   Waste Management Energy Conservation   Population Growth Global Warming Acid Rain Ozone Depletion

12. Usability Features

Big icons
Clickable graphics
Minimal number of levels (to click through) ———————————————→
Minimal scrolling   Moderate scrolling More levels (to click through) Written navigational features